

WHAT IS CLAIMED IS:

1 1. A system for issuing receipts and advertising including an
2 apparatus for printing receipts and the like, the system
3 comprising:

4 a consumable item including an ad information retaining
5 section for retaining ad information;

6 a consumable item loading section for loading the consumable
7 item to the printing apparatus;

8 an ad information reading section for reading the ad
9 information retained in the ad information retaining section; and
10 an ad information output section for outputting the read ad
11 information.

1 2. The system for issuing receipts and advertising according
2 to claim 1, wherein the consumable item is one of an ink cartridge
3 and a rolled paper.

1 3. The system for issuing receipts and advertising according
2 to claim 1, wherein the ad information retaining section retains
3 information about a period of advertisement in which the ad
4 information output section can output the ad information.

1 4. The system for issuing receipts and advertising according
2 to claim 3, further comprising an amount-of-consumption
3 measurement section for measuring a consumption amount of the

4 consumable item loaded onto the consumable item loading section,
5 and

6 wherein the ad information output section is operable to stop
7 outputting an advertisement when the consumption amount of the
8 consumable item has reached a predetermined consumption amount
9 read by the ad information reading section.

1 5. The system for issuing receipts and advertising according
2 to claim 3, further comprising a time-of-use measurement section
3 for measuring a period of time during which the consumable item
4 loaded onto the consumable item loading section has been used, and
5 wherein the ad information output section is operable to stop
6 outputting an advertisement when the period of time during which
7 the consumable item has been consumed has reached a predetermined
8 period of consumption time read by the ad information reading
9 section.

1 6. The system for issuing receipts and advertising according
2 to claim 1, wherein the ad information retaining section includes
3 a memory chip, and the ad reading section includes a memory reader
4 for reading the ad information from the memory chip.

1 7. The system for issuing receipts and advertising according
2 to claim 6, wherein the memory reader includes a read terminal for
3 connecting a terminal of the memory chip when the consumable item

4 is loaded to the consumable item loading section.

1 8. The system for issuing receipts and advertising according
2 to claim 6, wherein the memory chip includes an ad history
3 information storage area for storing ad history information about
4 an amount of advertisement output by the ad information output
5 section,

6 the system further comprising: a write section for writing
7 into the history information storage area the ad history
8 information.

1 9. The system for issuing receipts and advertising according
2 to claim 6, further comprising an end sensor for detecting
3 depletion of the consumable item loaded to the consumable item
4 loading section, and an ad information erasure section operable
5 to erase information stored in the memory chip.

1 10. The system for issuing receipts and advertising according
2 to claim 1, wherein the ad information retaining section
3 corresponds to one of a linear bar code symbol and a two-dimensional
4 symbol, and the ad information reading section includes a symbol
5 reader for reading the symbol.

1 11. The system for issuing receipts and advertising according
2 to claim 1, wherein the ad information output section includes a

3 print section for printing ad information on receipts and the like
4 issued from the apparatus.

1 12. The system for issuing receipts and advertising according
2 to claim 11, wherein the consumable item is a rolled paper, and
3 the print section prints the ad information in a leading area of
4 the next receipt in a recording paper unreeled from the rolled
5 paper.

1 13. The system for issuing receipts and advertising according
2 to claim 1, wherein the ad information output section includes
3 a display section for displaying the ad information on a screen
4 as image information.

1 14. The system for issuing receipts and advertising according
2 to claim 1, wherein the ad information output section includes
3 a sound output section for outputting the ad information as sound.

1 15. The system for issuing receipts and advertising according
2 to claim 1, wherein the ad information reading section includes
3 an ad information storage section for storing the ad information
4 read from the consumable item, and the ad information output
5 section is operable to output ad information stored in the ad
6 information storage section.

1 16. The system for issuing receipts and advertising according
2 to claim 15, further comprising an end sensor for detecting
3 depletion of the consumable item loaded onto the consumable item
4 loading section, and an ad information erasure section operable
5 to erase the ad information from the ad information storage section
6 when the end sensor has detected depletion of the consumable item.

1 17. A receipt issuing apparatus for issuing receipts and
2 advertising including:

3 a consumable item loading section for loading a consumable
4 item including an ad information retaining section for retaining
5 ad information;

6 an ad information reading section for reading the ad
7 information retained in the ad information retaining section; and

8 an ad information output section for outputting the read
9 ad information.

1 18. A method of issuing receipts and advertising comprising the
2 steps of:

3 storing information in a consumable item;

4 reading the information from the consumable item when the
5 consumable item is placed in a consumable item loading section of
6 an information apparatus; and

7 outputting the read information from an information output
8 section.

1 19. A method of issuing receipts and advertising, comprising the
2 steps of:

3 retaining ad information in an ink cartridge;

4 reading the ad information from the ink cartridge by using
5 an apparatus which issues receipts and the like and uses the ink
6 cartridge as an ink supply source to print the ad information;
7 and

8 printing the read ad information on a receipt and the like
9 issued from the apparatus.

1 20. The method of issuing receipts and advertising according to
2 claim 19, further comprising the steps of:

3 displaying the read ad information in the form of an
4 advertisement on a display section.

1 21. A method of issuing receipts and advertising, comprising the
2 steps of:

3 retaining ad information on a rolled paper;

4 reading the ad information from the rolled paper using an
5 apparatus which issues receipts and the like and uses the rolled
6 paper as a recording medium supply source to print the information;
7 and

8 printing the read information on recording paper unreeled
9 from the rolled paper, thereby recording the information on a
10 receipt to be issued.

1 22. The method of issuing receipts and advertising according to
2 claim 21, further comprising the steps of:

3 displaying the read information in the form of an
4 advertisement on a display section.

1 23. A consumable item having ad information retained therein to
2 be used for the system for issuing receipts and advertising
3 according to claim 1.

4 24. A rolled paper to be used in a printer, the rolled paper
5 provided with an ad information retaining section which retains
6 coded ad information.

7 25. The rolled paper according to claim 24, wherein the coded
8 ad information is readable by a reader for decoding the coded ad
9 information.

1 26. The rolled paper according to claim 25, wherein the ad
2 information retaining section corresponds to a two-dimensional
3 symbol.

1 27. An ink cartridge storing ink to be used for an ink-jet printer,
2 the ink cartridge provided with an ad information retaining section
3 which retains coded ad information.

1 28. The ink cartridge according to claim 27, wherein the corded
2 ad information is readable by a reader for decoding the coded ad
3 information.

1 29. The ink cartridge according to claim 28, wherein the ad
2 information retaining section corresponds to one of a two-
3 dimensional symbol and a memory chip.